



NHTSA
Distracted Driving Campaign
Strategic Media Work Plan
April, 2019

Executive Summary

The Distracted Driving paid media plan will use a multi-touch approach to reach our target audience with a video centric focus.

The television strategy will use linear television, bought programmatically, to take advantage of the efficiency this buying method affords. This will be supported by over-the-top/connected TV (OTT/CTV) to offset the loss linear TV is currently experiencing. Using OTT/CTV will also help to reach cord-cutters/cord-nevers that do not have a traditional cable or satellite subscription.

Radio, with its heavy in-vehicle use, is a tactic that will be used via terrestrial networks in English and Spanish, and will be supported by audio streaming from suppliers such as Pandora and Spotify. In addition, a number of target appropriate podcasts will be included in the radio plan as the popularity of this medium continues to grow.

The digital portion of this plan will build off of the success of the traditional media tactics, increasing reach, frequency and effectiveness. The digital media plan will span across various platforms including custom native content via publisher partners, programmatic video, display and social media channels.

Advertising Period

The paid advertising period will run from Monday April 8th through to Monday April 15th – An 8-day flight.

Budget

Total working paid media budget will be \$5,000,000.

Demographic

The demographic is described as men & women 18 - 34 years old with a slight female skew. This audience covers the general market, as well as, the Hispanic market.





Geography

This plan will cover the U.S. and will be bought on a national level.

Media Overview

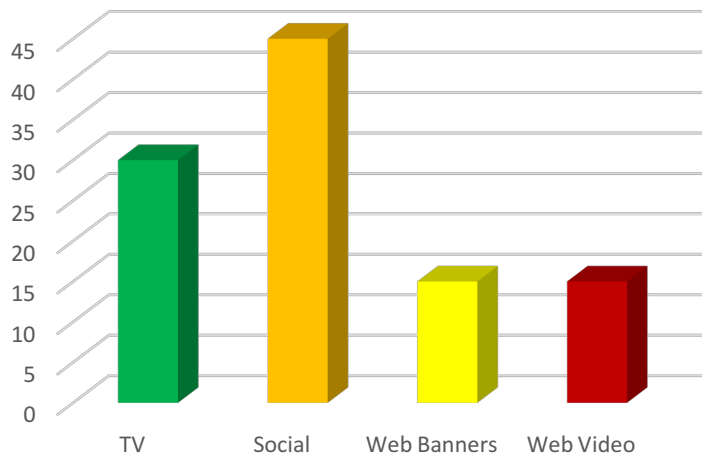
The media landscape is rapidly changing. Content creators, owners and distributors are making more videos available in an expanding multi-platform environment. Terrestrial radio is seeing a resurgence. Podcasts continue to grow in popularity, while audio streaming continues to provide significant reach toward the Distracted Driving target audience. Social advertising is considered the most relevant by these folks and the access of digital content is moving quickly towards smartphones.

Advertising Medium Relevance

The target audience, most of whom fall into the Millennial generation, accounts for about 25% of the US population.

When we look at the percent of advertising relevance, Millennials see ads on social sources as the most relevant. Interestingly, linear television is a close second, and well above website banners and streaming video.

Millennials - Ad Revelance by Medium



Source: ADI Ad Survey 2018

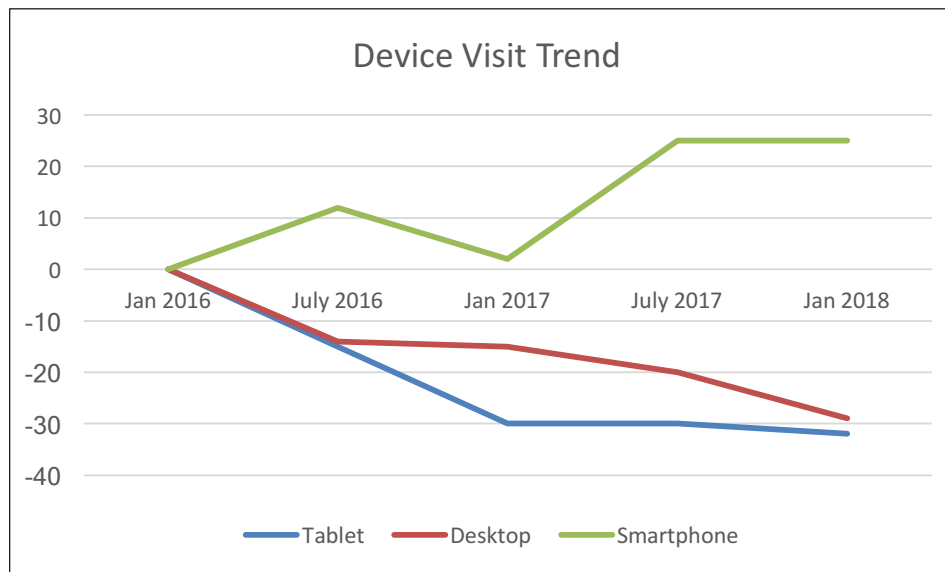


State Use

TV will be focused on key cable networks, which leaves the use of broadcast affiliates for state use. Radio is at fairly high levels due, so we are well covered nationally. We recommend investing heavier in digital and social mediums to reach local audiences to supplement the national plan.

The Mobile Opportunity

Adobe Analytics reports that the share of online visits from smartphones continues to rise for Millennials. With desktop and tablet visits down, creating mobile first content is increasingly important to ensure we reach this target audience.

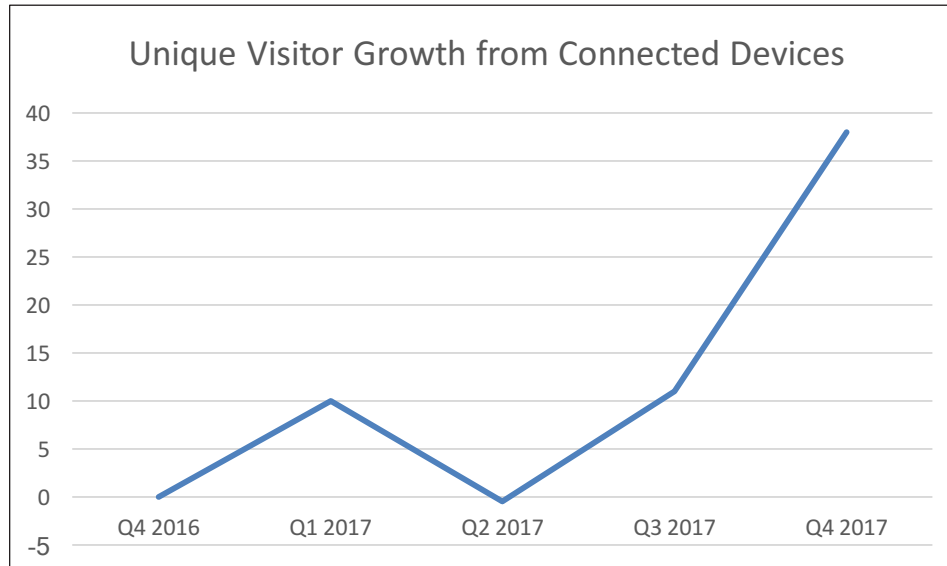


Source: Adobe Analytics



Digital Television/Video

The line between digital and TV has been blurring and continues to blur. TV-connected devices such as an Xbox, Roku, Apple TV, etc. are increasing as a source of website visits.



Source: Adobe Analytics

We are also seeing the traditional definition of TV is shifting to include digital channels such as Netflix, Hulu or Amazon Prime. So, for NHTSA, this means expanding the consideration set for video beyond just linear television to reach this audience.

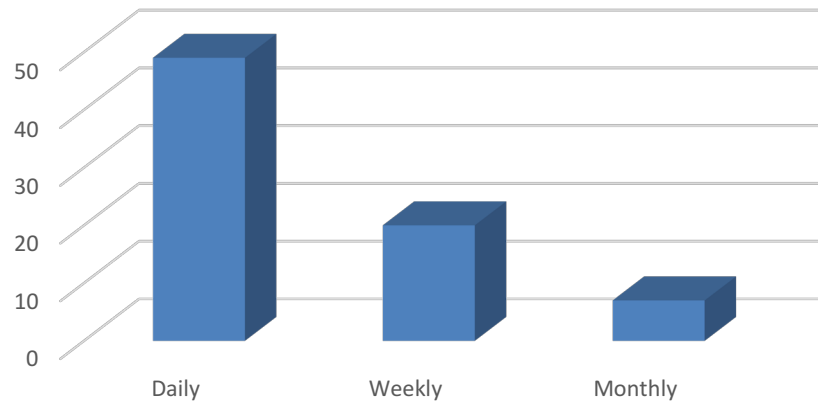
As for video advertising, connected TVs have the highest ad completion rates (90%). This compares to a video completion rate of 64% for desktop video and 66% for mobile.

Millennials are continuing to consume digital video “the traditional way” through digital publishers’ home pages and apps. They rely heavily on the publisher to provide entertainment and to make it readily available through a central hub. This informs the strategy to use custom videos from key digital publishers. This also explains the use of YouTube as a dominant video platform, with 35 percent of millennials regularly consuming content on the platform, as reported in a Trifacta study.



Millennials tend to watch videos on YouTube on a daily basis, primarily.

Millennials - How Often Watch Videos on YouTube



Source: State of Media - KSM

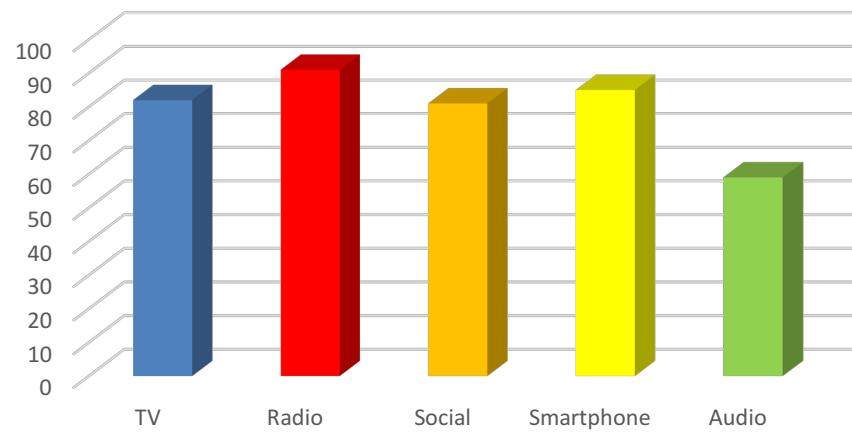


Radio/Podcasting/Audio Streaming

Audio is experiencing a new golden age as new formats and distribution models emerge. Podcasts, for example, are rapidly growing in popularity while radio, the original audio provider, continues to reach more Americans each week than any other media platform.

According to the Nielsen Total Audience Report for Q2 2018 the weekly reach of radio among people 18-34 years old is 91%. This compares very favorably with the weekly reach of TV, Social, App/Web on a smartphone and streaming audio.

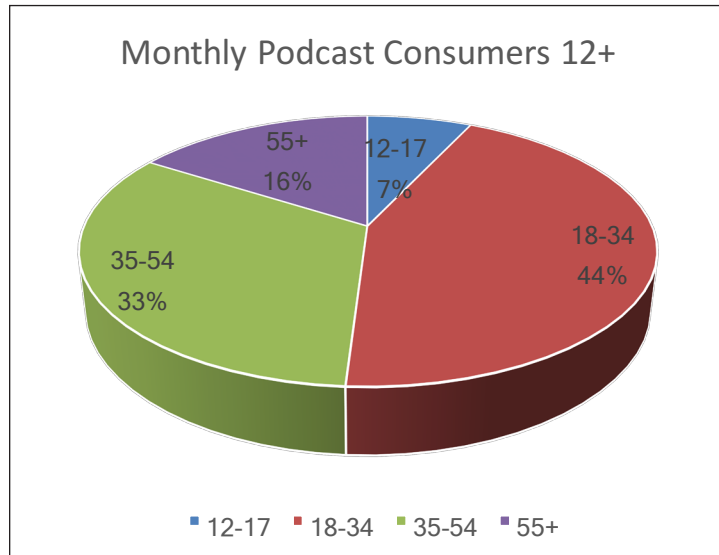
A18-34 Reach Potential



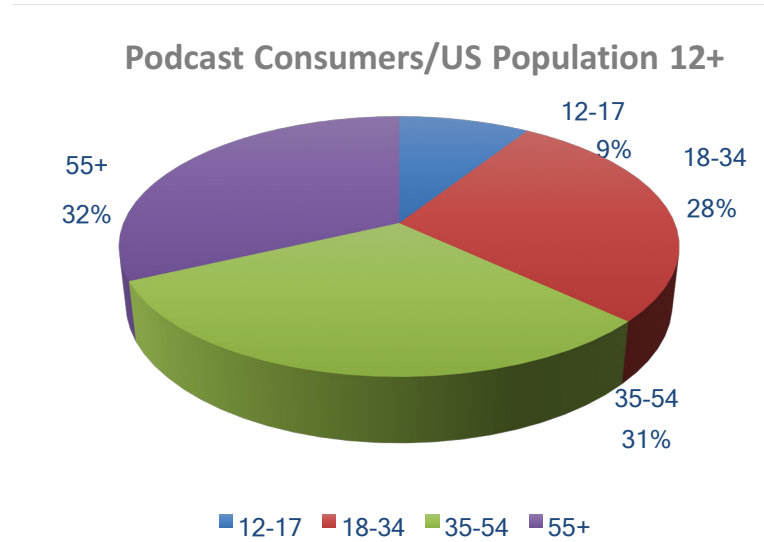
Source: Nielsen Total Audience Report Q2 2018



Among podcast users, those aged 18-34, represent the highest user age group and among the US population the 18-34 age group represents 28% of all users. Please see charts below that detail this.



Source: Edison Research – The Infinite Dial

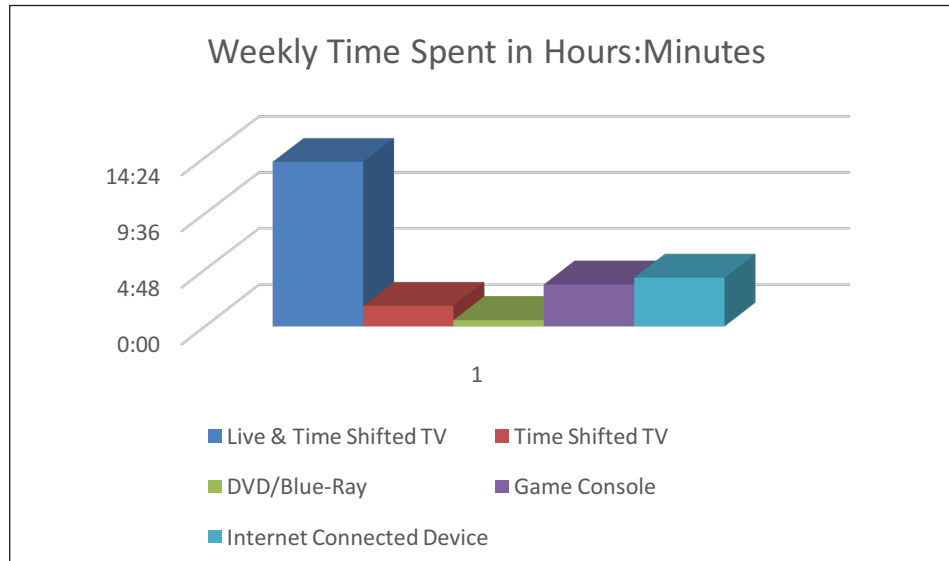




Television Strategy for the Distracted Driving Campaign

The television plan will use a combination of linear television, bought programmatically due to its better targeting capabilities and efficiency, as well as, over-the-top/connected TV (OTT/CTV) to align with television usage by Millennials.

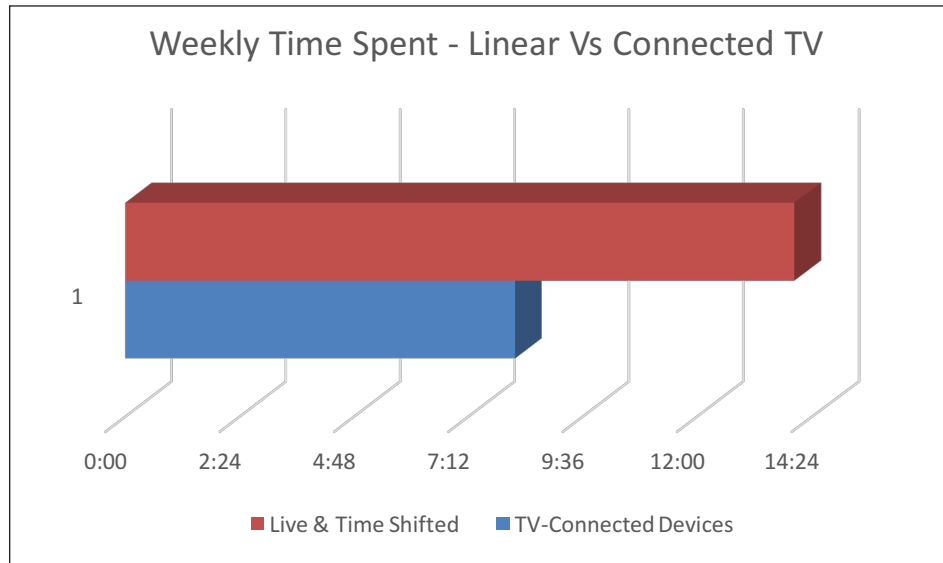
Based on the Nielsen Total Audience Report for Q2 2018 television, live & time shifted, still accounts for the majority of time spent with the medium regardless of the device used.



Source: Nielsen Total Audience Report Q2 2018



The chart below makes it clear that TV-connected devices do indeed account for a fair amount of time spent with television and indicates the need for using TV-connected devices as part of the television plan.



Source: Nielsen Total Audience Report Q2 2018

Combining the power of digital advertising with the premium content of traditional television, this tactic nurtures a compelling environment for viewers to engage with the NHTSA distracted driving message.

Through the use of over-the-top/connected TV/TV Everywhere (OTT/CTV/TVE) NHTSA will be able to achieve extensions and differentiation from linear TV schedules in a variety of ways. Notably, with the technology that's available, active campaigns have the ability to report on how many unique users were exposed to messaging throughout the campaign lifecycle and how often those consumers are reached. This allows for in flight optimizations to reach the desired frequency level for maximum effectiveness. This is especially important for this short flight (8 days).

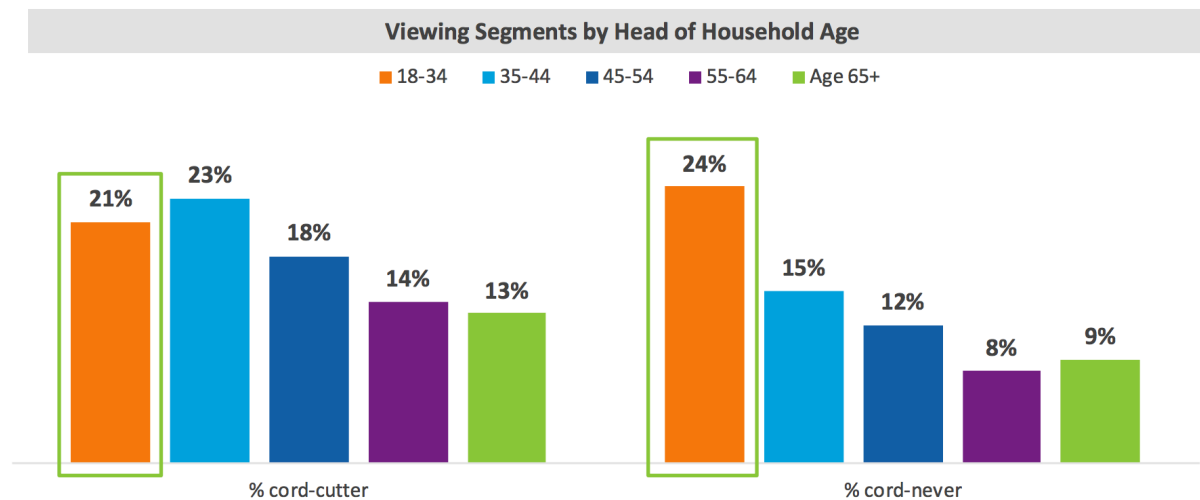
OTT/CTV/TVE also allow for layering of third-party audience data (from various offline and online partners) providing a means for more accurate hyper-targeting, drastically lowering potential waste.



A large majority of the audience falls into the Cord-Cutters, Cord-Shavers and Cord-Never categories—meaning that they no longer or have never subscribed to a traditional cable or satellite television package—and OTT/CTV/TVE has the unique ability to reach them. As cord-cutting accelerates, it has become increasingly important to expand NHTSA's presence on these platforms to reach the growing audience who don't subscribe to these services.

Overall, television viewership is not declining, audiences are merely evolving in the ways they are watching television. OTT/CTV/TVE has compensated for a large part of the primetime TV ratings decline, as audiences are replacing traditional TV with these on-demand platforms. Research from Freewheel found that viewers treat OTT/CTV/TVE viewing just like traditional TV – watching a large amount of live streamed content and tuning in mostly during the popular, primetime TV hours. Therefore, advertisers who solely broadcast messaging across linear TV will miss out on the audiences who are watching the same content during the same time period, but on a different platform.

Homes with younger heads of household are more likely to be cord-nevers than cord-cutters





Sample linear networks that reach men and women 18 – 34 years old are:

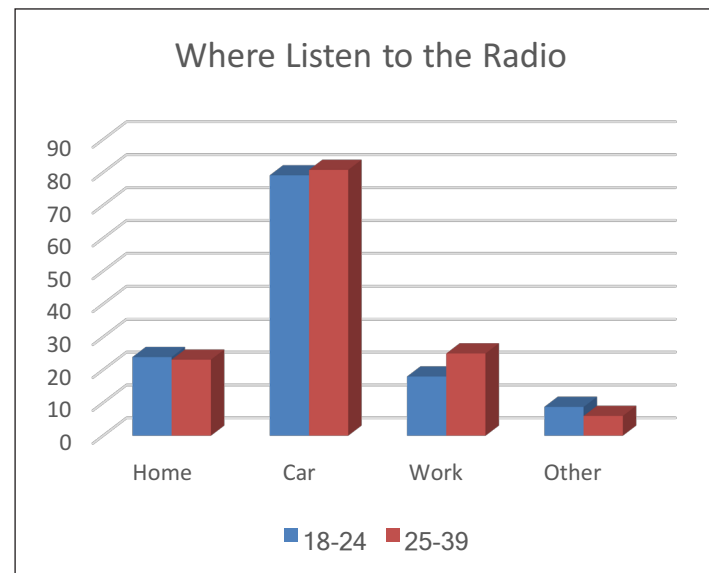
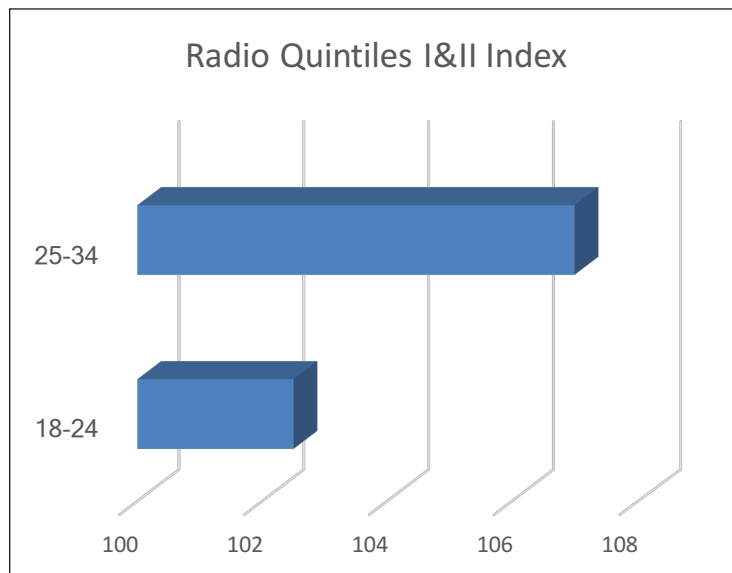
MTV	Comedy Central
Adult Swim	TruTV
MTV2	Vice
Nick @ Nite	FXX
ESPN	

Sample OTT/CTV include:

FOX	Discovery Channel
ABC	Watch ESPN
Sling TV	

Radio/Audio Strategy for the Distracted Driving Campaign

Due to its reach of heavy users (Quintile I & II) and heavy in-vehicle use, terrestrial radio will be the primary audio medium to reach the NHTSA Distraction campaign target audiences.



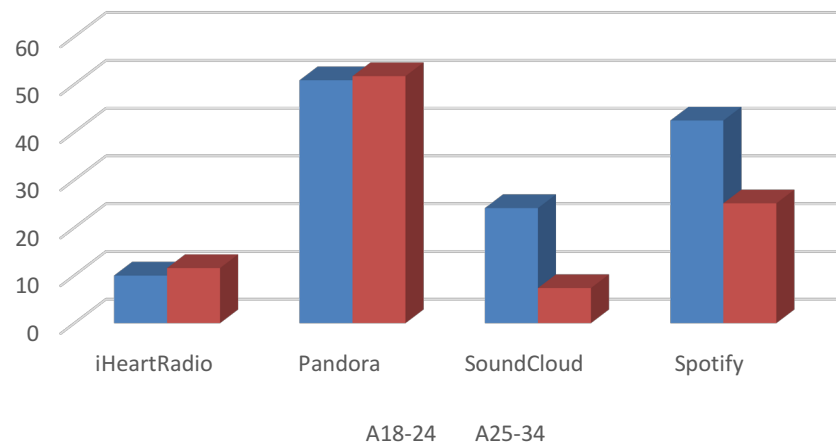
Source: GfK MRI Double Base 2018



We recommend also using streaming online radio and podcasts to increase reach and effectiveness of linear radio schedules. In addition to building high reach and frequency of those schedules this tactic also allows for hyper-targeting with target audience segmentation layers. Streaming online radio and podcasts are increasing in popularity and are effective mediums for the Distraction campaign as these tactics can be applied in a variety of ways. These tactics will incorporate our messaging into intercept form, reaching the target audience member as he/she is heading out for work or school, as an example. Audio will be served within a cross device strategy, including targeting while in vehicle.

Audio streaming platforms, such as Pandora and Spotify, present another opportunity to reach our young target audience. As demonstrated in the chart below, Pandora and Spotify provide high reach potential with Pandora offering more overall reach against the 18-34 year old target, while Spotify is a bit stronger on the younger end (18-24).

Streaming Audio Reach Potential

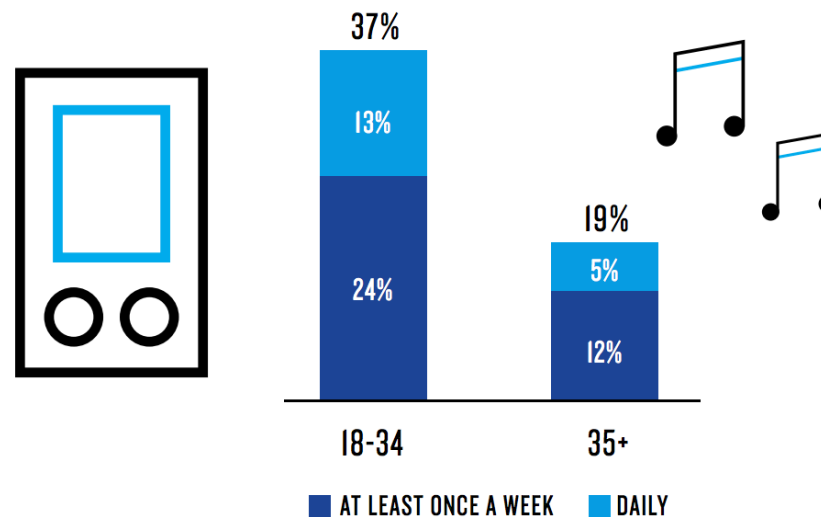


Source: GfK MRI Doublebase 2018/GfK MRI Teen Mark 2018



Utilizing Podcasting as a tactic also allows for unduplicated reach to the target audience from traditional and online streaming schedules. The increased credibility of the tactic is shown by surveyed listeners – 66% selecting the reason they utilize this platform “to learn something new”, creating an environment of receptiveness towards brand messaging.

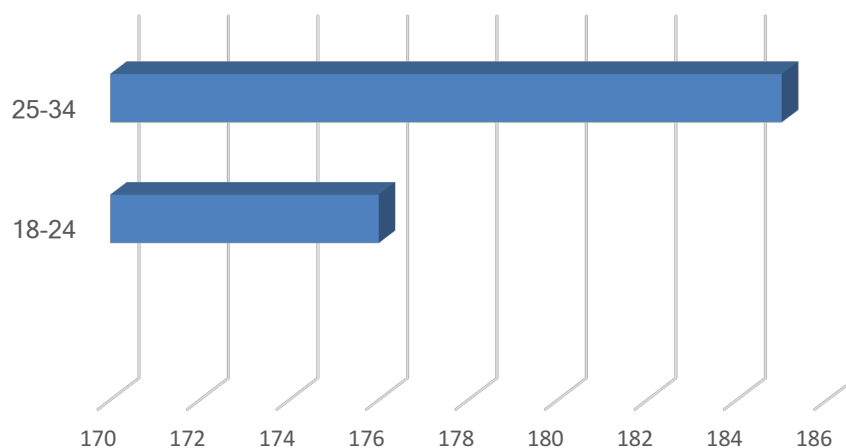
FREQUENCY OF LISTENING TO PODCASTS PERCENT OF DEMOGRAPHIC





The index of podcast usage, especially via a cell/smartphone, is very high indicating a high composition of the target audience in this medium.

Podcast via Smartphone



Source: GfK MRI Doublebase 2018

Digital Strategy for the Distracted Driving Campaign

The digital strategy will be to penetrate members of the target audience establishing strong message recall by utilizing previously successful channels, while also considering new opportunities. Each tactic will support the various levels of the funnel in the consumer journey, from first exposure of message awareness, to message recognition and, finally, to our desired action of not texting and driving.

The digital tactics will complement the traditional media TV and audio tactics, increasing reach, frequency and effectiveness. The digital media plan will span across various platforms including programmatic video, display, OTT/CTV, and social media channels. As video is a brand's most powerful story-telling tool, proven with successful results from other NHTSA campaigns, the large majority of the buy will be executed as video placements. The campaign will also use display assets, to generate mass reach and a large number of clicks to the destination URL at an efficient cost.



Select online publishers that provide content indexing high with the target audiences will be tasked with creating custom content in the site's own voice encouraging engagement and conversation of the Distracted Driving message.

For effective message recall a strong foundation of brand awareness is necessary in order to break through ad clutter and fragmentation that consumers face each day. With the state of today's media landscape it's necessary to reach the audience with a multi-touch approach incorporating both traditional and digital tactics. Within all NHTSA media buys a true cross-screen strategy is executed.

Proposed Tactics:

- Native Custom Content via Publisher Partners
- Second Screen Content/Commercial Sync
- Programmatic Video/Display

Native Custom Content via Publisher Partners

Due to the positive performance of custom content NHTSA has used in past campaigns, including the Distraction campaign, we will look for compelling native content from appropriate publishing partners to create the custom messaging in their own voice.

One of the publisher direct partners NHTSA used for the 2018 Distracted Driving campaign was The Chive. Following are some stats of the custom video performance for NHTSA vs. The Chive's benchmarks –

	Benchmark	NHTSA
Custom Video Views	300,000	638,102
Custom Video CTR	0.42%	0.50%
Custom Video Reach	625,000	1,600,000
App Video Interstitial CTR	1.50%	1.68%

Second Screen Content/Commercial Sync

As the landscape continues to evolve with new technology and media consumption platforms, audience fragmentation continues to increase year over year. The standard approach to traditional TV buying no longer applies for effectively reaching target audiences. It is reported that 80% of adults use two or more devices while watching TV, presenting a need for marketers to incorporate a multi-touch approach in order to cut through the clutter. Digital commercial sync and second screen content tactics extend viewing from traditional TV sets simultaneously onto user digital devices. Utilizing this advanced technology, we are able to bridge the gap between traditional and digital, reinforcing messaging with video and display ads sent across 2nd or 3rd screens in the same household.

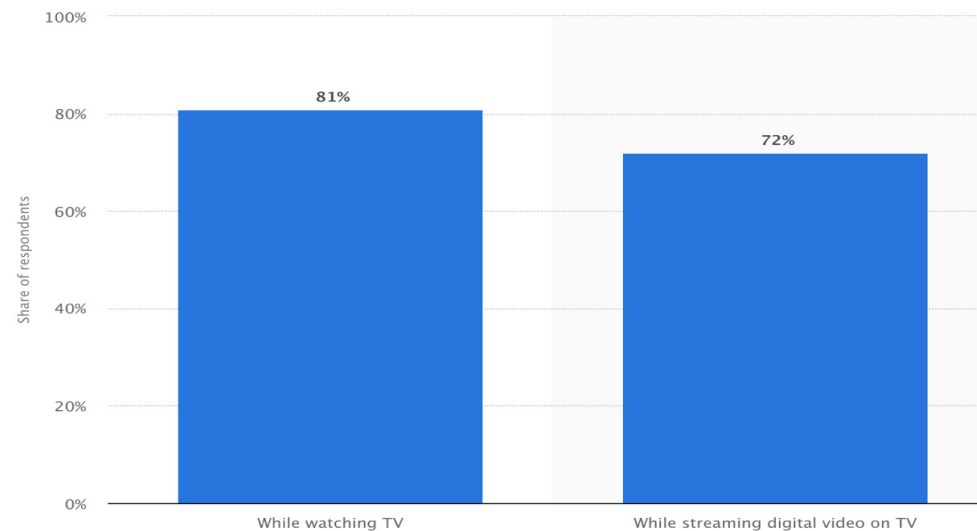




Digital commercial sync and second screen content are executed via technology imbedded into manufacturer television sets with the capabilities to recognize any content that appears on the screen including linear TV, OTT, movies, gaming consoles, both live and on delayed viewing with devices such as a DVR. The imbedded device has the ability to both listen and see visuals of the exact programming on television sets down to fractions of a second. Each TV set can be identified by household IP address—

An Internet Protocol (IP) address is a unique numerical label used to identify the household internet connection, assigned by the internet service provider. Top indexing programming for the target audience will be identified prior to campaign start, enabling commercial sync technology to recognize the moment a user is exposed to such programming (such as ESPN, American Crime Story, or Game of Thrones) then serving a video or display ad to the smartphone or tablet. A fascinating advantage of this commercial sync tactic is that when appropriate content from a commercial free streaming service, like Netflix, is on-screen the NHTSA message can be sent to the users' smartphone, tablet or computer, thereby, in a way, turning Netflix, or any other commercial free streaming service, into an advertising vehicle.

Percentage of Internet Users (A18+) in the US who use another device while watching TV or streaming digital video on TV



Sources: IAB; (MARU Matchbox)



Programmatic Video/Display

Daily consumer ad exposure has increased drastically year over year. For effective brand lift and recall it has become imperative for marketers to reach target audiences at various touchpoints across multiple platforms. Display advertising will include visual assets such as banner ads and high impact rich media. These pieces will be placed to appear on both premium publisher direct sites and on other sites via programmatic buying with audience segmentation data. Within the overall tactic mix, display will provide increased visibility at the highest level of brand awareness. With this placement we are able to execute mass reach towards the target audience while remaining the most cost-efficient digital media source.

Research continues to show the increasing audience receptivity and effectiveness of video advertising. Knowing this, NHTSA will also incorporate video within the programmatic buy, reaching the target audience wherever they may be consuming information online. This tactic will allow for reach outside that of the linear and OTT/CTV/TVE buys and provide a more cost-efficient video avenue that can be used to drive online action.

Total Campaign Media Dollar Allocation

The paid media dollars will be allocated as follows to each medium on the plan –

Television

Total Allocation – 40%

English – 30%

Spanish – 10%

Radio

Total Allocation – 15%

English – 10%

Spanish - 5%

Digital (Including Social)

Total Allocation – 45%

English – 30%

Spanish – 15%

